SHIELD INSURANCE

By- Rahul Kumar

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2 Objective

3 Dataset, Data Model & Dashboard

4 Key Insights

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6 Live Dashboard

ABOUT US

1. Shield Insurance was found with a vision to provide comprehensive and innovative insurance solutions to individuals, families and businesses

2. They have entrusted our team with the task of conducting a comprehensive analysis to evaluate the performance of their company

3. The analysis is based on the data provided by Shield Insurance, covering the period from November 2022 to April 2023.

OBJECTIVE

01

ANALYZE CUSTOMER BASE AND REVENUE GENERATION

Identifying the total number of customers and tracking total revenue generated. Monitoring customer growth rate and revenue growth rate on a daily basis

02

POLICY CHANGES MONITORING

Analysing changes in policies on a month-over-month basis to identify trends and areas for improvement

OBJECTIVE

03

TREND ANALYSIS OVER TIME

Developing visualizations to analyse trends in customer and revenue growth over time.

04

SALES MODE AND AGE GROUPS ANALYSIS

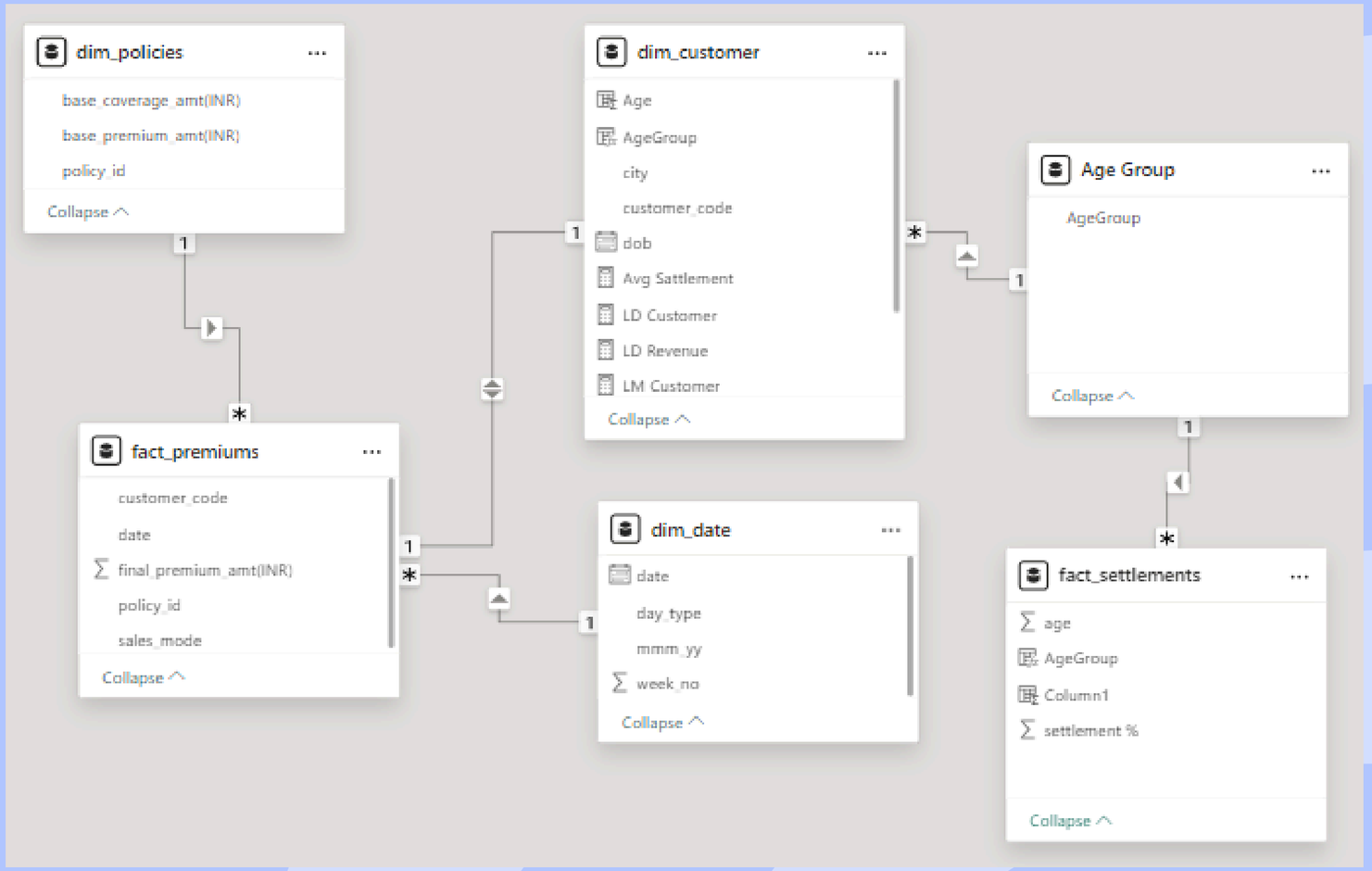
Analysing customer demographics by sales mode to understand customer preferences and behaviours. Assessing the impact of age groups on expected settlements, sales mode preferences, and policy choices

DATASET & DATA MODEL

Data is available in csv format from November 2022 to April 2023.

There are two fact tables and four-dimension tables.

There were some common columns in each table which were used to create a data model.



Age segmentation
18 – 24
25 – 30
31 – 40
41 – 50
51 – 65
65 +

Customer city
Delhi NCR
Mumbai
Hyderabad
Chennai
Indore

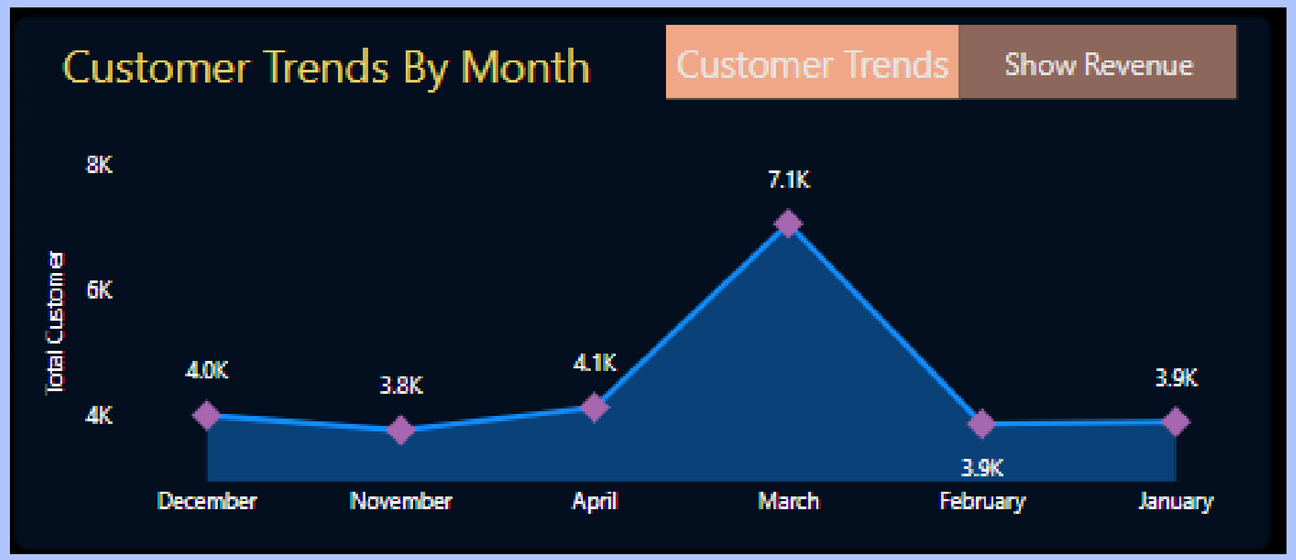
Sales mode
Offline - agent
Offline – direct
Online - app
Online - website

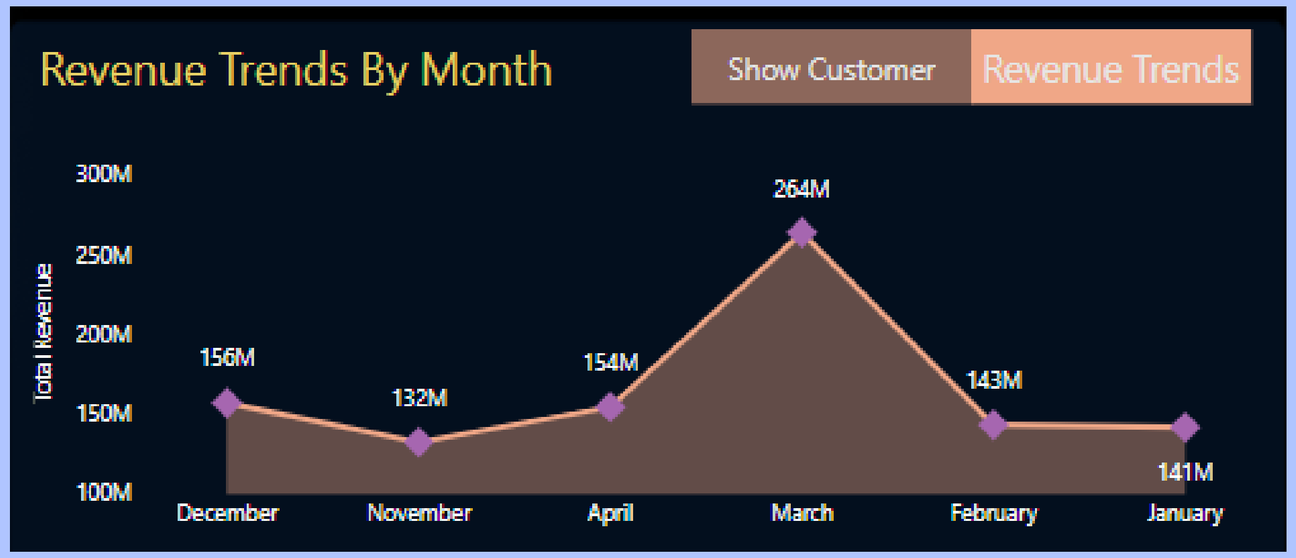
policy_id	base_coverage_amt(INR)	base_premium_amt(INR)
POL1048HEL	5000000	76500
POL2005HEL	10000000	120000
POL3309HEL	500000	12000
POL4321HEL	200000	5000
POL4331HEL	300000	7500
POL5319HEL	750000	16700
POL6093HEL	1500000	31700
POL6303HEL	1000000	21500
POL9221HEL	2500000	42500

KEY INSIGHTS

Except Mar 23, for the rest of the months the data remains in a range, slightly varying from each other

Customers and revenues are significantly higher in March 23, this could be due to the people eyeing for upcoming Financial year ending and taking tax harvesting and tax savings measures.





KEY INSIGHTS

City Wise Split

city	Total Customer	Total Revenue
Chennai	2966	106306560
Delhi NCR	11007	401569473
Hyderabad	4340	160522521
Indore	2096	81345320
Mumbai	6432	239508975
Total	**26841**	**989252849**

Age Group Wise Split

AgeGroup	Total Customer	Total Revenue
18-24	2640	36189874
25-30	3617	67709365
31-40	11455	356032178
41-50	4699	196022043
51-65	2511	148411885
65+	1919	184887504
Total	**26841**	**989252849**

Age Group Wise Split

Age group 31 - 40

Highest Revenue as well as Customers. Followed by age group 41 – 50.

Age group 51 – 65 and 65 +

Considerable contribution to revenue growth with limited customer base

City Wise Split

Delhi NCR

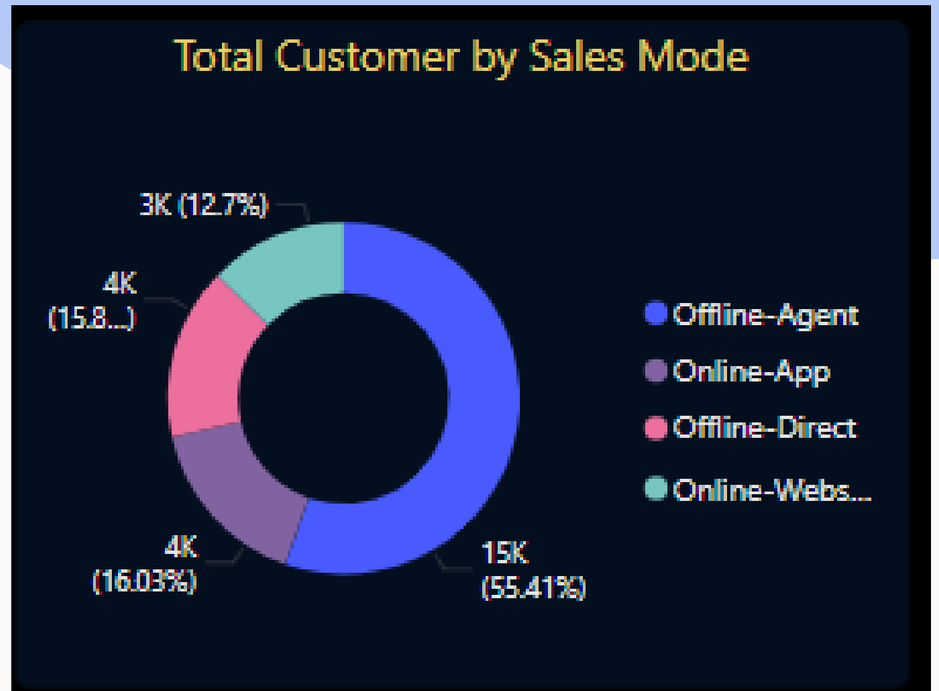
Highest Customers and Revenue

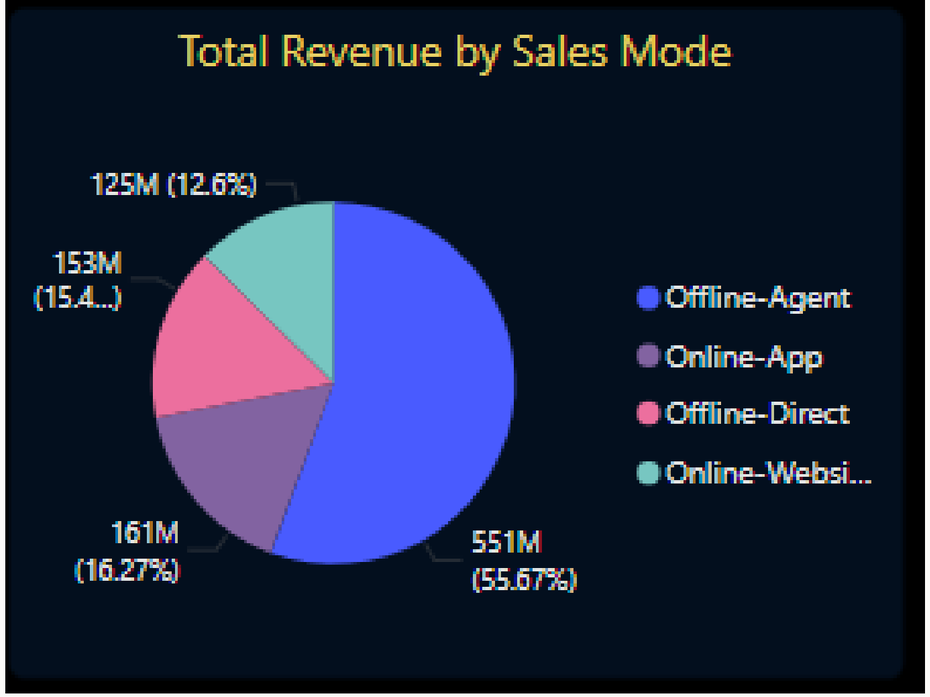
Mumbai

follows closely behind in Revenue with fewer customers

Hyderabad and Chennai

Considerable revenue contribution despite having fewer customer counts.





Offline Agent

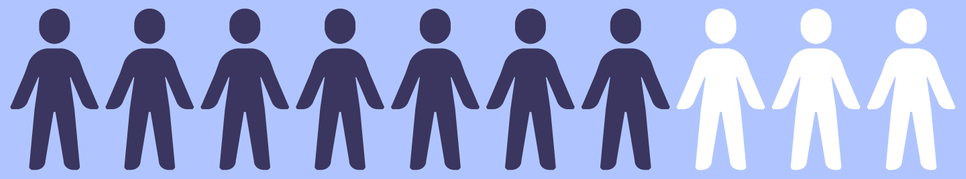
Highest revenue -- Rs.551M
Highest customer base – 15k

Online App

Revenue - Rs. 161M with 16% customer base.

Age Group Vs Policy Reference

policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	45	127	659	313	228	296	1668
POL2005HEL	47	86	578	333	354	570	1968
POL3309HEL	315	555	2026	571	256	106	3829
POL4321HEL	1223	1172	1405	351	187	96	4434
POL4331HEL	551	679	1741	460	179	125	3735
POL5319HEL	134	347	1628	755	314	151	3329
POL6093HEL	111	223	1114	633	273	189	2543
POL6303HEL	131	281	1383	772	314	136	3017
POL9221HEL	83	147	921	511	406	250	2318
Total	2640	3617	11455	4699	2511	1919	26841



Most demanded policies in the dominant age group i.e. 31-40

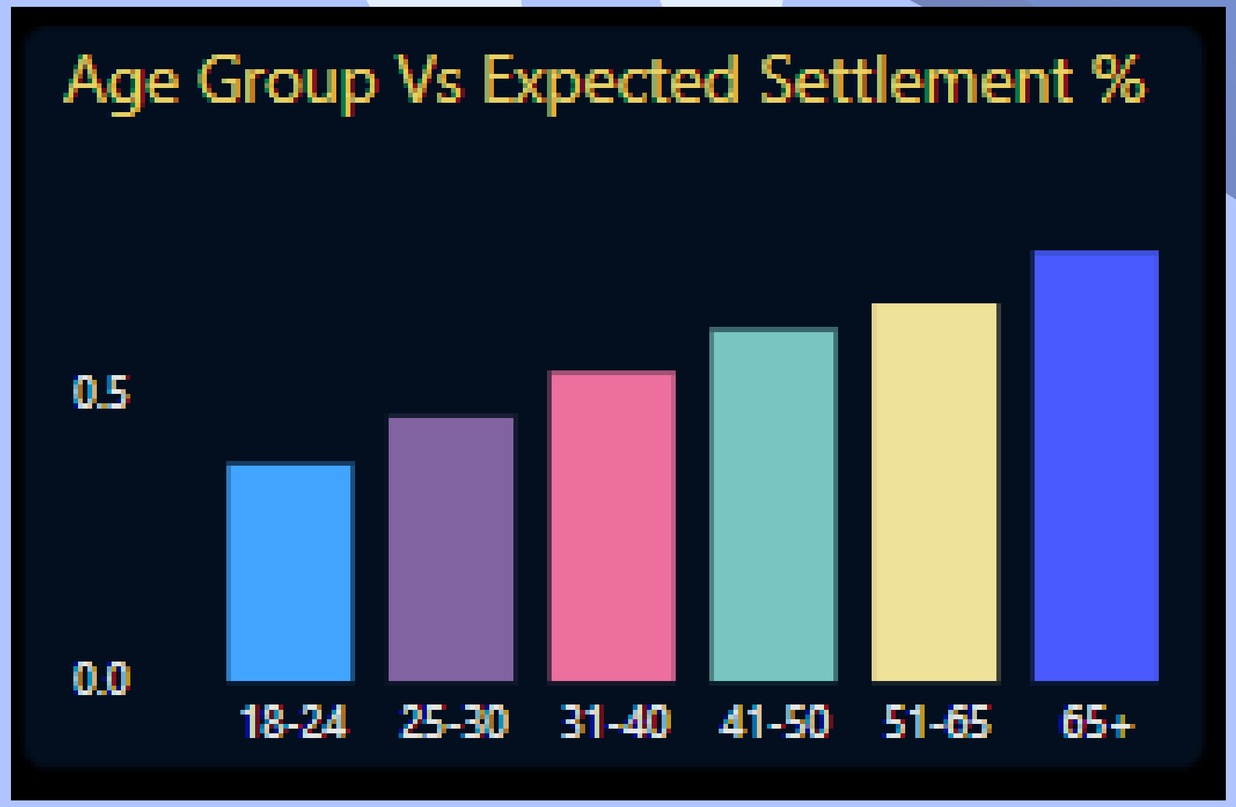
POL3309HEL, POL4331HEL, POL5319HEL, POL4321HEL

POL4321HEL and POL3309HEL

Highest customer base with least revenues, due to low base premium amount

POL2005HEL and POL1048HEL

Lowest customer base with highest revenues, due to high base premium amount



Age group & Settlement % = Direct relationship, as the age increases the settlement % also increases

Customers from the age group 65 + has highest settlement %

Customers from the age group 31- 40 has the highest expected settlement value

RECOMMENDATIONS

Future Outlook and Growth Strategies

Focus on Online Platform

Given the rising trend in online business since February 2023, continue to invest and expand the online presence

Targeted Marketing

Leverage insights on the 31-40 age group's contribution to revenue and customer base.
Develop targeted marketing campaigns tailored to this age group to maximize

Enhance Offline Agent Performance

Despite the online growth, continue to invest in offline agents who are still significant contributors. Provide training and tools to optimize their sales performance

Data Driven Decision Making

Invest in data analytics to better understand customer behaviour and preferences. Use predictive analytics to anticipate customer needs and tailor offerings accordingly

Data Driven Decision Making

Continuously innovate insurance products to meet evolving customer demands. Consider customizable plans or bundled offerings that cater to specific customer segments

Boost Performance in major City

With Delhi NCR and Mumbai being top revenue contributors, focus on enhancing customer experience and service in these cities.
Expanding presence and marketing efforts in Hyderabad, Chennai, and Indore can also capitalize on their growing contributions

Shield Insurance Report

General View

The **Shield Insurance Report** provides a general view with monthly and daily trends by revenue, and daily trends by customer and city

Sales Mode Analysis

The **sales mode view** of the insurance data provides insights into revenue and customer trends with monthly breakdowns by customer and Revenue.

Age Group Analysis

The **Age Group view** of the insurance data provides insights into revenue and customer trends with Age breakdowns by customer and Revenue.

Design & Develop By:
Rahul Kumar

Abbreviation: LM: Last Month LD: Last Day

General View Analysis

SHIELD INSURANCE

Home

General View

Sales Mode

Age Group

Abbreviation:
LM: Last Month
LD: Last Day

Design & Develop By:
Rahul Kumar

Date	AgeGroup	City	Policy ID	Sales Mode
All	All	All	All	All

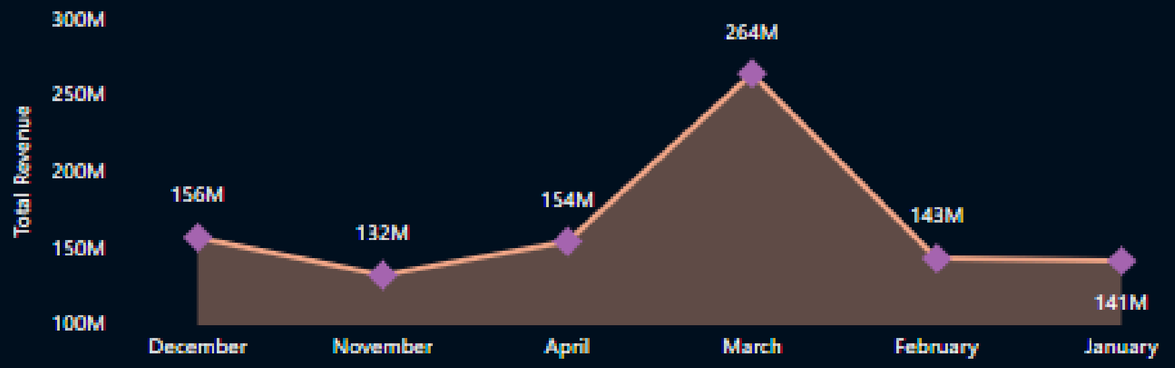
January | February | March | April | May | June | July

Monthly Customer Growth	Monthly Revenue Growth
3787	131.69M
LD: (Blank) (+Infinity%)	LD: (Blank) (+Infinity%)

Daily Customer Growth	Daily Revenue Growth
340	13.21M
LD: 225 (+51.11%)	LD: 8.04M (+64.39%)

Revenue Trends By Month

Show Customer | Revenue Trends



Customer Segment

city	AgeGroup	Total Customer	Total Revenue
Chennai	18-24	296	4205506
Chennai	25-30	432	7248434
Chennai	31-40	1236	36981654
Chennai	41-50	531	21888564
Chennai	51-65	262	15799089
Chennai	65+	209	20183313
Delhi NCR	18-24	1062	14771487
Delhi NCR	25-30	1474	27438666
Delhi NCR	31-40	4741	146487711
Delhi NCR	41-50	1899	77606154
Delhi NCR	51-65	1030	59975587
Delhi NCR	65+	801	75289868
Hyderabad	18-24	429	4815518
Total		26841	989252849

City Wise Split

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Sales Mode Analysis

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Home

General View

Sales Mode

Age Group

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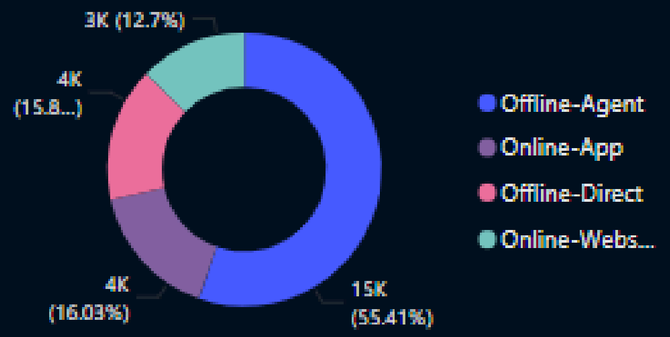
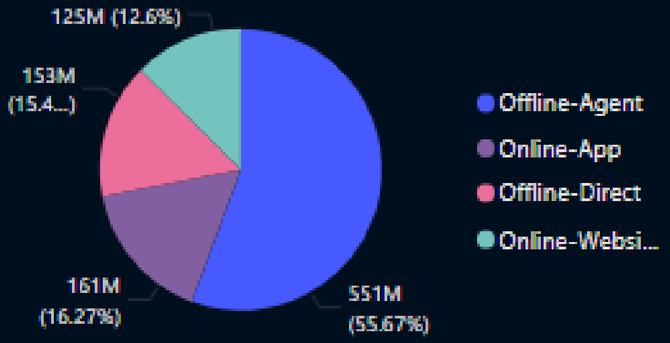
Design & Develop By:
Rahul Kumar

Total Customer by Sales Mode



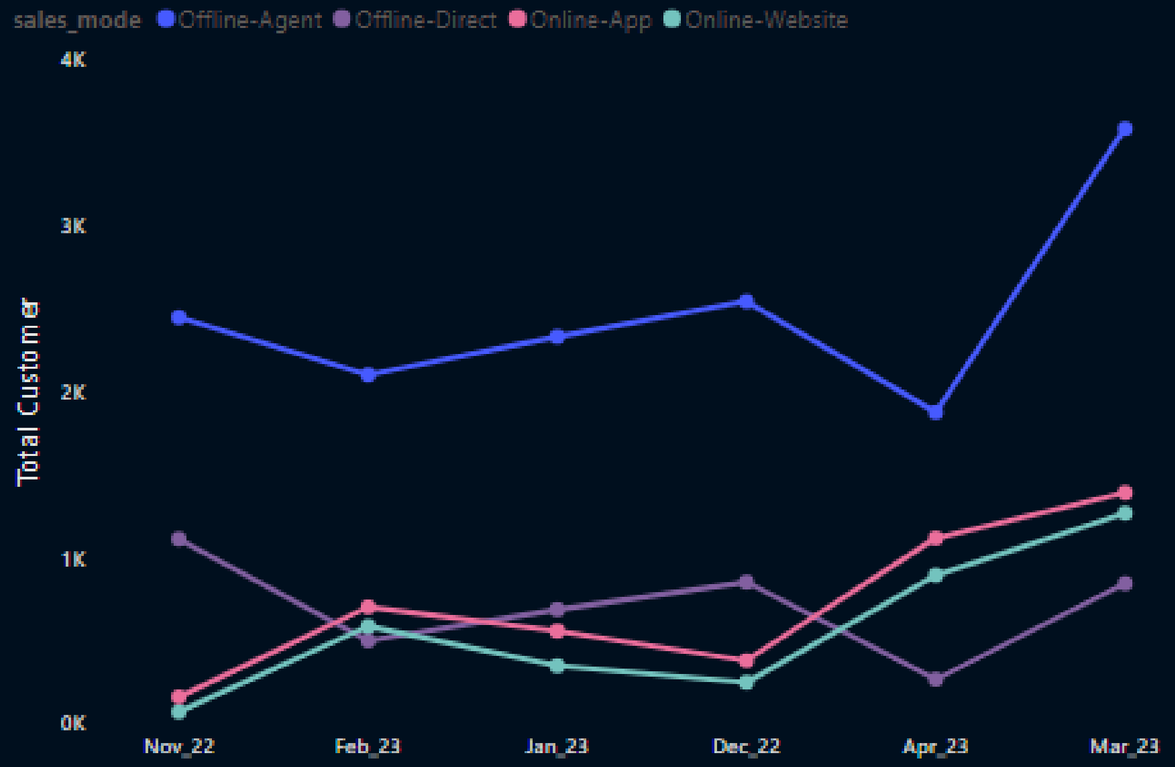
Total Revenue by Sales Mode



Date: All | AgeGroup: All | City: All | Policy ID: All | Sales Mode: All

January | February | March | April | May | June | July

Sales Mode Trends by Month



Age Group Analysis

SHIELD INSURANCE

Home

General View

Sales Mode

Age Group

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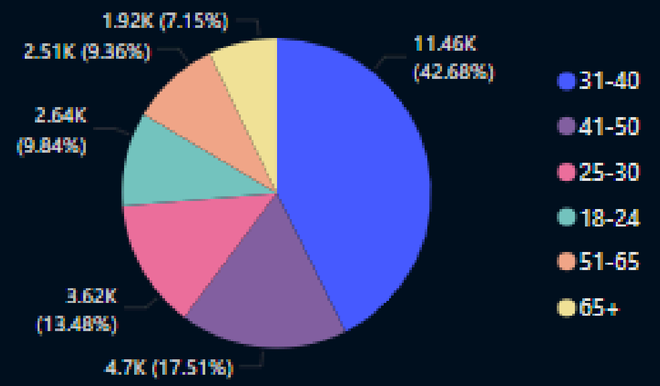
Age Group Vs Sales Mode



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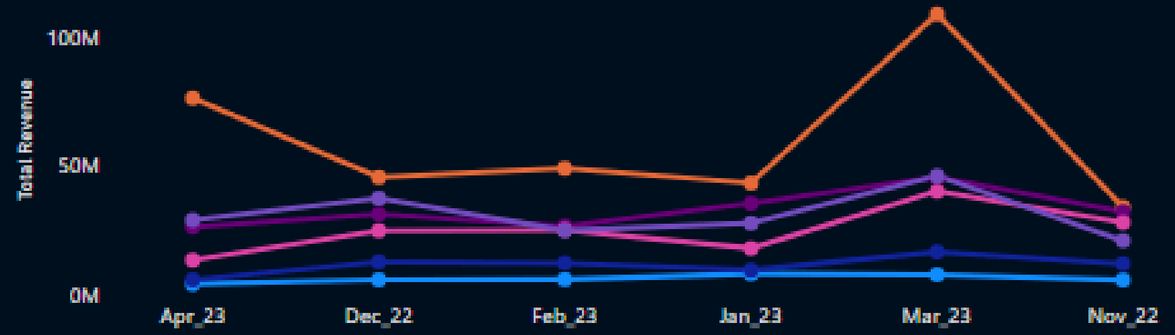
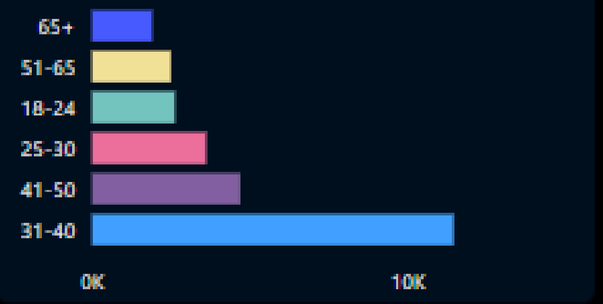
Total Revenue By Age Group

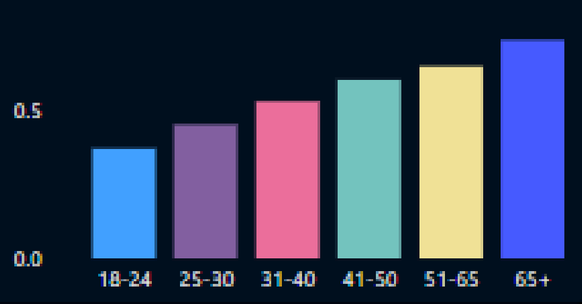
Show Customer | Revenue Trends



Total Customer by Age Group



Age Group Vs Expected Settlement %



THANK YOU